

Abstract

The invention includes a method and system for personalizing displays of published Web pages provided by Web content providers to meet the interests of Web users accessing the pages, based on profiles of the users. The system preferably provides to the requesting user, through a proxy server, an edited version of the HTML file for the original published Web page that is served by a host Web server. The system uses user profiles that may include demographic and psychographic data to edit the requested Web page. The content of a Web page as published by a host Web server may be coded to correlate components of the Web page with demographic and psychographic data. The user profiles may then be used to filter the content of a coded Web page for delivery to a requesting user. The system may rearrange content on a published Web page so that content determined to be of higher interest to a user is more prominently featured or more easily or quickly accessible. The system may also delete content on a published Web page that is determined to be of low interest to a user. In embodiments of the invention, a single proxy server or proxy server system personalizes Web pages from multiple Web servers, using a single user profile for a user.